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COKER'S



GOLD DOLLAR

New strain 7
for
1937

ARE OUR GOLD DOLLAR TOBACCO SEED WORTH THEIR WEIGHT IN GOLD?

By DAVID R. COKER

For our most recently pedigreed Gold Dollar seed we charge \$1.00 per ounce.

For one ounce of pure gold the United States Government will pay \$35.00.

One ounce of pedigreed, recleaned, treated Gold Dollar seed contains about 350,000 individual seeds. An acre usually contains between 5,000 and 8,000 plants. Theoretically, therefore, one ounce of seed will produce enough plants to set between 40 and 70 acres.

The careful farmer, however, to be abundantly on the safe side usually sows an ounce of seed to take care of each four to six acres which he intends to plant. So the average cost of Gold Dollar seed is 20¢ per acre.

If the use of 20¢ worth of Gold Dollar seed returns you \$7.00 more than other varieties,

they are worth their weight in gold. We have had hundreds of letters from and interviews with Gold Dollar customers during the past six years. Almost without exception they have found that Gold Dollar has returned them far more than \$7.00 per acre above any other variety. In many instances it has brought them \$50.00 to \$200.00 per acre more than the varieties they have been planting.

The best posted tobacco experts in the Bright Belt know that Gold Dollar has, since its introduction in 1931, contributed many millions of dollars to the profits of the tobacco growers of the eastern south.

The writer believes that the question might well be raised: Are Coker's Gold Dollar seed worth their weight in diamonds?

Annie Smith proudly exhibits her prize-winning Gold Dollar Tobacco.



Box 173, Rt. No. 2, Benson, N. C.

MR. DAVID R. COKER, *President*,
Hartsville, S. C.

DEAR SIR:

As a 15-year old member of the 4-H Club, I have worked hard during the past tobacco season trying to capture a scholarship offered by the Smithfield Tobacco Board of Trade to the Club boy or girl who makes the most money off one acre of tobacco.

My father bought Coker Gold Dollar tobacco seed and sowed his plant bed. I used some of these plants to set out my acre of tobacco and 8-3-3 fertilizer under it. Although dry weather came, my tobacco thrived and was one of the prettiest fields in this section.

I have sold all my tobacco except the 10 lbs. which I exhibited at the Johnston County Fair. With this tobacco, I won three out of the eight prizes offered. I gathered 1,180 lbs. of tobacco from my acre plot which I have sold for \$394.09 clear of the \$59.16 which takes in all the expenses of raising and marketing it.

My father has made the best crop of tobacco this year that he has ever made. He wishes to join me in saying "Never plant substitute seed—always sow the real seed that you get when you buy from Coker."

Sincerely Yours,

Annie Smith



DAVID R. COKER, *Founder and President*
of Coker's Pedigreed Seed Company

CLUB GIRL POINTS THE WAY TO AGRICULTURAL SUCCESS

It is obviously impossible for us to publish many of the statements and expressions of satisfaction which our Gold Dollar customers pass on to us. The possibilities from the use of the latest pedigreed strain of this variety are so well illustrated, however, by the experience of a 15-year-old club girl of Benson, North Carolina, that I cannot refrain from giving her special mention and commendation.

That practical intelligence and industry applied to specialized agriculture by our rural young people can transform southern farming into an industry of tremendous interest and excellent profits is demonstrated by the experience of this young girl—15-year-old Annie Smith, Route 2, Benson, North Carolina—whose experience in producing a net profit of \$394.09 on one acre of Gold Dollar Strain 6 tobacco is set forth on this page.

David R. Coker

Why OUR GOLD DOLLAR SEED are better each year



BECAUSE, for the past nine years, we have annually selected hundreds of best plants from the best of the preceding selections, tested them with scientific accuracy, discarded the less productive, less desirable plants and bred into those plants which were saved the greatest possible combination of desirable characters.

Our Plant Breeders have paid close attention to ALL qualities which make for greater yield, better quality and highest money value per acre. Ease of curing, uniformity in size of plant and leaf, low percentage of waste and trash, brightest color and finest texture possible is the goal towards which they are working nearer each year.

The hundreds of satisfied tobacco growers who rely on us for their planting seed each year and the country-wide reputation our GOLD DOLLAR has made for reliability and performance is our best evidence that OUR GOLD DOLLAR SEED ARE BETTER EACH YEAR.

Above: Selected plants carefully bagged to maintain purity and quality and to prevent any possible mixing or crossbreeding. Of the many hundreds of plants selected every year from our breeding fields, only the best six or eight are used as parents of our new strains. At Left: Our seed fields are carefully inspected plant by plant and only those coming up to our GOLD DOLLAR STANDARD are saved for seed. The plants must not only look good, but must make good tobacco. (See Photo below.)

THE GUARANTEE OF PURITY AND QUALITY

Our seed are grown in isolated fields nearly a mile from any other variety. No suckers are allowed to grow and any plants showing a lack of uniformity are not allowed to set seed.

Seed heads are permitted to ripen and mature fully—insuring healthy, plump seed. After the seed are harvested, they are put through a rigid cleaning and treating process. The seed pods are carefully threshed and sifted. They are next passed over a smaller sifter and then through an air blast which removes the remaining small trash and immature seed.

Each ounce of seed is treated for a period of ten minutes and then washed through TEN GALLONS of water to remove all chemicals, insuring good germination and vigorous plants.

The seed are then spread thinly on inside drying racks and stirred at intervals until thoroughly dry. They are again run through a sterilized cleaner which completes the cleaning process.

They are then put up in full weight, spill-proof cartons of one ounce each. Genuine Coker's Gold Dollar seed are never sold in bulk. Look for the carton bearing the GOLD DOLLAR seal and REDHEART trade-mark—the Guarantee of Purity and Quality.

DESCRIPTION

LEAF—Long, rather broad; fills out to a good tip.

STALK—Medium to tall; leaves well spaced admitting maximum sunlight and insuring uniform ripening.

WEIGHT—Exceptionally good.

CURING—Easiest to cure and safest to use of all tobaccos we have had experience with.

TEXTURE—Finest.

WASTE OR TRASH—Minimum; less than 10 per cent with fair seasons and proper handling.

DISEASE RESISTANCE—Unusually good.

ADAPTABILITY—Will give good results on practically every type of soil in the Flue Cured Belt from Virginia to Florida.

DEPENDABILITY—We believe Gold Dollar will return more dollars per acre, year in and year out, than any other variety.

WEATHER—Suffers less damage from adverse weather conditions than most tobaccos.

GATHERING—Can be left longer in field after yellowing with less burning.

PACKING—Bulks down with less danger of "reddening" than most other varieties.

PRICES: \$1.00 per oz., \$7.00 per ½ lb., \$13.00 per lb.

Prices postpaid; cash with order or C. O. D. shipment.



Our tobacco experts determining quality of tobacco from selected plants. Those saved for further breeding must prove their superiority in texture, color and shape.



Finally, the money value per acre of each selection is accurately determined. Our new strain comes from those which have made the best record throughout each step in our breeding and testing program.

COKER'S PEDIGREED SEED CO

David R. Coker, President

HARTSVILLE, SOUTH CAROLINA

Other Varieties of Coker's Pedigreed Tobacco Seed

YELLOW MAMMOTH

BONANZA

VIRGINIA BRIGHT LEAF

PRICES: \$.75 per oz., \$5.50 per ½-lb., \$10.00 per lb., Postpaid.

Cotton Seed Price List FOR 1936-37 SEASON

COKER-100

A new variety that is good enough to bear our name. Full 1½" staple under good conditions, extra early in fruiting and "picking out," small weed. The best "making" cotton for good grades of non-wilt cotton land we have ever offered.

PRICES: \$5.00 per bu., \$12.50 per 100 lbs., \$200 per ton.

FARM RELIEF STRAIN 4

Strain 4 Farm Relief is the longest (1½"-1⅝") and the heaviest producing Strain of this famous variety yet offered. Quick fruiting and high "turn-out" (39 to 42%). Thin foliaged and quality staple.

PRICES: \$10.00 per 100 lbs., \$190.00 per ton.

CLEVEWILT STRAIN 6

Highest "turnout" (around 40% under good conditions) and biggest yielding Clewewilt. Excellent resistance and good staple (1½").

PRICES: \$10.00 per 100 lbs., \$190.00 per ton.

CLEVEWILT STRAIN 5

A good dependable Cleveland Cotton for either wilt or NON-WILT land. Tough, and highly wilt-resistant. Staple full 1½". Clewewilt planted on wilt land, won both FIRST and SECOND prizes in 1935 S. C. 5-Acre Cotton Contest.

PRICES: \$7.50 per 100 lbs., \$140.00 per ton.

NOTE: Since we are already very nearly sold out of several of our new cottons, we are giving you this opportunity of insuring your planting seed needs NOW. You may place your reservation by filling out the enclosed card and mailing it in to us promptly.

THE TOBACCO PLANT BED

(Reprinted from McGee Bulletin on "Essentials of Tobacco Growing.")

Tobacco seed cost only about 23¢ per acre of tobacco planted and in view of this small cost, tobacco growers cannot afford to accept seed even as a gift unless they are assured of their reliability.

Select a warm sunny location for plant beds. Blue Mold occurs in the shady part of the bed first. Beds should be planted as early as possible and at least a portion of them sowed early in order that plants will be large enough to withstand an attack of Mold if it occurs. Sow plenty of beds.

A moderate stand of plants is preferable to a thick stand. Clean long leaf pine straw spread lightly over the beds before covers are put on will afford splendid protection for the young plants during the cold weather. Straw should not be put on too thick.

Remove plant bed covers during the day as soon as plants are large enough to permit it.

Nitrate of Soda and water is the best treatment so far known for Blue Mold.

NOTE: We have copies of Mr. H. A. McGee's bulletin on "*The Essentials of Tobacco Growing*" and will be glad to send one to any purchaser of our Pedigreed Tobacco Seed who writes in for it. Mr. McGee is the South Carolina Extension Tobacco Specialist and his bulletin covers the latest scientific information on tobacco growing.

Healthy, vigorous plants from
Pedigreed GOLD DOLLAR seed—
recleaned and treated against disease.



